

# THE MIAMI-DADE GLOBAL TRADER

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## Message from the ITC Chair:

On behalf of the Mayor, the Chairperson and the Board of County Commissioners, residents, and members of the international trade community, welcome to the Jay Malina International Trade Consortium's (ITC) newsletter, the Miami-Dade Global Trader.

The mission of the ITC is to promote two way international trade through Miami-Dade County. In addition to its skilled multilingual and multicultural human resources Miami-Dade counts on state-of-the-art infrastructure to support global trade through Miami International Airport (MIA) and the Dante B. Fascell Port of Miami. Our communications infrastructure, international banking community, and professionals facilitate trade related activities to meet the demands of the global business environment.

Welcome to the ITC your one-stop-center for all your international trade needs.

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## Miami-Dade's Trade Numbers

### Third Quarter Trade Numbers are Released.

Miami-Dade County's third quarter trade numbers for 2004 have been released. Trade has increased around 12% from the previous year for the same period (January- September) to a total value of \$ 42.6 billion.

While trade in Miami-Dade will probably break its record by having more \$1 billion trade partners than ever before, its growth will be overshadowed by faster growing Customs districts in Savannah/Atlanta and Cleveland.

The figures from the Customs district of Cleveland and South Florida have wrestled over the last years but the emergence of Georgia's Customs district motivated by the seaport of Savannah have dampen South Florida's lead.

South Florida still dominates trade with Latin America with the exception of a few countries such as: Canada, which uses Detroit as port of entry;

Mexico, trades through Laredo, Texas; Venezuela, port of entry is Houston, Texas; and Ecuador, port of entry is Los Angeles, California.

South Florida has fallen two notches in the national rankings despite having the best year in performance. While South Florida increased around 12%, Georgia's Custom district was increasing by 26% and Cleveland by more than 18%.

However, South Florida's seaport and airport stand to benefit from an increase in volume of imports from China and Asia, due to the congestion of traffic at the seaport and airport of Los Angeles, the first Custom district in rankings.

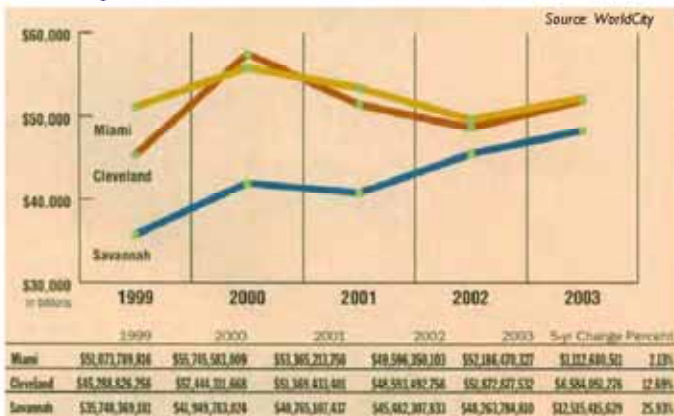
In South Florida, China will finish ahead of all nations except Brazil, exceeding Dominican Republic for the first time and likely surpassing \$ 2 billion in trade deficit. China is the 7th largest trade partner with South Florida and with the release from the textile quotas imposed

by the US, as stated by the World Trade Organization, its trade is expected to increase while trade with the nations of the Caribbean Basin will likely suffer.

The Census Bureau releases by February the year end figures for the Customs districts. South Florida ranking of the trading partners is expected to remain stable, led by Brazil and followed by the Dominican Republic and Costa Rica.

Venezuela is recovering its losses from the past years by importing heavily from South Florida and becoming the # 6 (\$2.1 billion) trade partner. Guatemala is # 8 (\$1.6 billion) followed by #9 El Salvador (\$1.4 billion) and #10 Chile (\$1.1 billion). The United Kingdom is the only European nation to reach # 10 in South Florida but, it has decreased to # 11 (\$1 billion). However, Argentina, Spain, Mexico, Italy, Ecuador, Peru and France will likely surpass \$1 billion in trade value with South Florida.

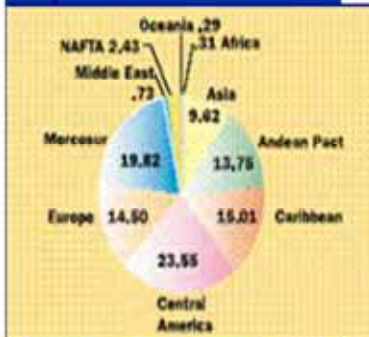
## Miami, Cleveland and Savannah Custom Districts



Even though South Florida has a big trade deficit with China, it will have one of the nation's few trade surpluses for the year. Brazil and Venezuela surpass \$1 billion in surpluses. Other nations with trade surpluses in excess of \$500 million with South Florida are: Costa Rica, Argentina, Chile, Paraguay, and Mexico.

South Florida must increase its trade so that its Customs district can regain its position in the national rankings. Source: World-





South Florida's Total Trade (by percentage)

### Miami-Dade's Top Trading Partners by Region:

#### The Americas

Rank	Country
1.	Brazil
2.	Dominican Republic
3.	Costa Rica

#### Europe

Rank	Country
11.	United Kingdom
13.	Spain
15.	Italy

#### Asia/Middle East/Oceania

Rank	Country
7.	China (mainland)
20.	Japan
27.	Taiwan

#### Africa

Rank	Country
43.	South Africa
88.	Nigeria
90.	Kenya

## ITC's Outgoing Missions

- ♦ Hong Kong, China - March 12 - 20
- ♦ Canary Islands - May
- ♦ Kenya & Uganda - April 2 - 10
- ♦ Bahamas - June 6 - 7
- ♦ Sweden (Stockholm) - August 27- September 3

#### Future Missions:

- ♦ St. Kitts & Nevis (Sister Cities)
- ♦ Turks & Caicos (Sister Cities)
- ♦ Asia
- ♦ Brazil (Sao Paulo) - (Sister Cities)

#### For more information:

Cornelius Herelle  
Trade Development Specialist  
Herelle@miamidade.gov

Tel: (305) 375-5420 or  
(305) 375-5808

\* Dates subject to change

**Airport Missions may be added.**

## ITC's Upcoming Activities

ITC is buying a table for the Third Annual Beacon Awards where the Jay Malina award is given to a business executive who contributes the most to the growth of his or her industry in Miami-Dade County. The award dinner will be held on Jan. 26<sup>th</sup> at the Ritz-Carlton in South Beach.

ITC is a sponsor of the Team Florida Welcome Reception for the Association of American Chambers of

Commerce in Latin America (AACCLA) Outlook on the Americas Conference which will take place at the Biltmore Hotel on Jan. 27-28<sup>th</sup>. Gov. Jeb Bush will attend the reception and welcome AACCLA's participants to Florida. AACCLA is the leading advocate of trade and investment in the Americas, representing 23 American Chambers of Commerce (AmChams) in 21 Latin American and Caribbean nations. Its 20,000 member companies

manage more than 80% of all U.S. investment in the region. AACCLA's "Outlook on the Americas" conference will attract business executive, political leaders and strategists from international organizations to Miami to discuss the economic and political issues that will have the greatest impact on hemispheric trade in 2005.

## Miami International Airport Facts

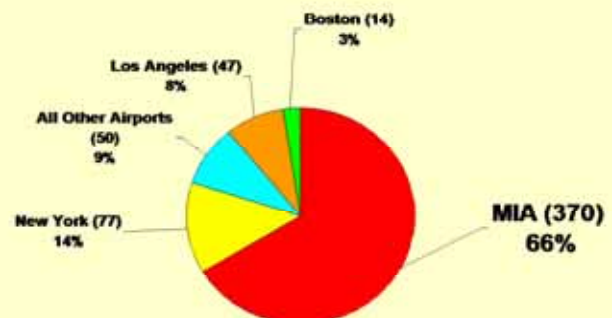
✦ 66% of all the US air imports of perishable goods came through Miami International Airport

✦ 87% of all US air imports of flowers come through Miami International Airport

✦ 66% of all US air imports of fish pass through Miami International Airport

✦ 52% of all US air imports of fruits and vegetables come through Miami International Airport

### 2003 US Air Imports of Perishables 558 Million Kilos



## Sister Cities Profile: City of Pereira, Colombia

Pereira, a city in western Colombia on the Otun River, in the western foothills of the Cordillera Central was founded in 1863 and is the capital of the Risalda Department. Pereira has a population of around 500,000 and an altitude of 4,515 feet above the sea level. Its main products are coffee, livestock, sugarcane, fruit, cocoa, and corn. Its manufacturing sector includes processed coffee, food products, textiles, cigars and paper. The beauty of its mountains attracts what is called "Turismo Cafetero" or Coffee Tourism due to the beautiful and comfortable old houses which are refurbished old coffee farms, Pereira's good food and its mild climate.

Commissioner Joe Martinez, now Chairman of the Board of County Commissioners, worked diligently to develop and strengthen the relationship between the City of Pereira and Miami-Dade County. On September 13, 2002 a Sister Cities Agreement was signed by former Mayor Alex Penelas and Commissioner Joe Martinez from Miami-Dade County and then Mayor Martha Elena Bedoya Rendon from the City

of Pereira, Colombia. The agreement objectives are; to promote cultural exchange programs, develop tourism, improve trade relations, and foster better understanding of the people and their culture, as well as promote the development of our local economies through joint programs to benefit the respective residents of both cities.

As evidence of the growing relationship that exists between Miami-Dade County and the city of Pereira, Colombia, Chairman Martinez, Miami-Dade County Sister Cities Program, and the Jay Malina International Trade Consortium together with the Colombian-American Chamber of Commerce, and ProExport are hosting a delegation of government officials and businessmen from Pereira from January 18th to the 22nd. The delegation is headed by the Mayor of the city, Hon. Juan M. Arango Velez de Buga. The purpose of the mission is to establish closer cultural and commercial ties with Miami-Dade. There is a business matchmaking session with several companies participating representing a variety of

products; floral, food, footwear and glassworks. Colombian government officials are visiting establishments of the county such as the Miami Free Zone, The Port of Miami, Miami International Airport, Jackson Memorial Hospital and Miami's Redevelopment district. The delegation met with elected officials, State Representative Juan Zapata, and Commissioner Joe Martinez, the Chairman of the Board of County Commissioners. Chairman Martinez welcomed and thanked the delegation and then presented to the Mayor of Pereira the Key to the County. Chairman Martinez expressed, "I look forward to forging a stronger and more productive relationship between the people of Miami-Dade, many of whom are Colombian, and our Sister City of Pereira. Colombia is Miami-Dade's 4th largest trading partner and this mission will serve to make our cultural and commercial ties closer and more beneficial to both."

Colombia has a total trade value of \$ 3.2 billion, an increase of 24% percent from the previous year.



Chairman Joe Martinez presents the Key to the County to the Mayor of Pereira, Colombia, Dr. Juan Manuel Arango Velez de Buga



City of Pereira  
Pereira's Flag  
Coat of Arms

## Colombia's Local Offices

### Consulate of Colombia

Carmenza Jaramillo  
Consul General  
280 Aragon Avenue  
Coral Gables, FL 33134  
Tel: (305) 448-5558  
Fax: (305) 441-9537  
[www.consuladecolombia.com](http://www.consuladecolombia.com)  
[miami@minrext.gov.co](mailto:miami@minrext.gov.co)

### Colombian-American Chamber of Commerce

Carolina Coulson  
Director  
250 Catalonia Ave. Suite 407  
Coral Gables, FL 33134  
Tel: (305) 446-2542  
Fax: (305) 446-2038  
[www.colombiachamber.com](http://www.colombiachamber.com)  
[usa@colombiachamber.com](mailto:usa@colombiachamber.com)

### Colombian Government Trade Bureau

Mauricio Gomez  
Director  
601 Brickell Key Drive, Suite 801  
Miami, FL 33131  
Tel: (305) 374-3144  
Fax: (305) 372-9365  
[www.proexport.com.co](http://www.proexport.com.co)  
[mia@proexportmia.com](mailto:mia@proexportmia.com)



Flag of Colombia





Stephen P. Clark Center  
111 N.W. First Street,  
Suite 2560  
Miami, Florida 33128

Phone: +305-375-5808  
Fax: +305-679-7895  
Email: [itc@miamidade.gov](mailto:itc@miamidade.gov)

Were on the Web!  
<http://www.MiamiDade.gov/ITC>



## "Miami-Dade County's Official Agency for International Trade..."

### ITC Programs

#### Incoming Trade Missions:

As the premier support center of the County's global trade efforts, the International Trade Consortium provides in-coming trade missions with valuable information about trade resources and opportunities.

#### Outgoing Trade Missions:

#### **Air Cargo and Route Development Missions**

The International Trade Consortium and Miami International Airport (MIA) collaborate on a program designed to encourage new direct air service into Miami International Airport to stimulate passenger and cargo traffic.

#### **Third -Party Outgoing Missions:**

The International Trade Consortium supports missions organized by third-parties that promote Florida-traded products. Missions with strategic significance may be certified by the International Trade Consortium as an official Miami-Dade County mission.

#### The Caribbean Trade Initiative (CTI) Program

In recognition of the proximity and tremendous trade relationship among the CBI nations and Miami-Dade County, the International Trade Consortium established the Caribbean Trade Initiative program to increase two-way merchandise trade between Miami-Dade County and the Caribbean, promote the resources and services offered through the International Trade Consortium to the general Caribbean business community, promote greater interaction with the Caribbean business community through networking and matchmaking.

## ANNOUNCEMENTS

The Jay Malina International Trade Consortium of Miami-Dade County is accepting applications for supporting incoming and outgoing trade missions. Under this mission program, qualifying entities will be eligible to receive up to \$1500 for incoming missions and up to \$2500 for outgoing missions, subject to the availability of funds. The primary objective for the mission must be to develop trade relationships which foster or facilitate the trade of products, goods and/or the sourcing representation through agents, distributors and joint ventures. In order to qualify for funding, entities must first complete a certification application for their mission and the certification must be approved by the Consortium prior to undertaking the mission. For further information contact: Mr. Jimmy Nares at Tel. 305-375-4626, fax 305-679-7895, or e-mail at [nares@miamidade.gov](mailto:nares@miamidade.gov)

## UPCOMING EVENTS

#### **Feb. 1-2: 7TH ANNUAL CONFERENCE ON LATIN AMERICA PRIVATE EQUITY**

Ritz-Carlton Hotel  
Coconut Grove  
Contact: Mary Crane  
Tel: [1] (212) 554-0623  
Fax: [1] (212) 245-6413  
[americas\\_customerservice@economist.com](mailto:americas_customerservice@economist.com)  
[www.economistconferences.com](http://www.economistconferences.com)

#### **Feb. 4: LATIN AMERICAN OUTLOOK 2005**

Political and Financial Risk  
Evaluation Forum for Latin  
America  
Ovni Colonnade Hotel  
Coral Gables, Florida  
Contact: Tiana Pérez  
Tel: [1] (305) 443-4058  
Fax: [1] (305) 443-4058  
[www.savagroupplc.com](http://www.savagroupplc.com)

**Feb. 4 - 6:  
GRAPHICS OF AMERICA 2005**  
Graphics of the Americas (GOA)  
is the second largest graphic  
communications show in the

United States. It is also the only  
annual national and international  
graphic communications show in  
the United States.  
Miami Beach Convention Center  
1901 Convention Center Drive  
Contact: Christopher Price  
Tel: (305) 558-4855  
[cprice@pafgraf.org](mailto:cprice@pafgraf.org)  
[www.graphicsoftheamericas.com](http://www.graphicsoftheamericas.com)

#### **Feb. 4 - 13: MIAMI INTERNATIONAL FILM FESTIVAL**

Various locations throughout  
Miami-Dade County  
Contact: (305) 237-3456  
[www.miamifilmfestival.com](http://www.miamifilmfestival.com)

#### **Feb. 5 - 6: MIAMI INTERNATIONAL MAP FAIR**

The oldest and largest event of  
its kind in the Western Hemi-  
sphere, the Map Fair will unite  
map dealers, collectors and  
aficionados from the four cor-  
ners of the world for a weekend  
of browsing and buying.

Historical Museum of Southern  
Florida  
101 West Flagler Street, Miami  
Contact: (305) 375.1617  
[www.historical-museum.org](http://www.historical-museum.org)

#### **Feb. 9 -10: FIBA ANNUAL ANTI-MONEY LAUNDERING AND USA PA- TRIOT ACT COMPLIANCE CONFERENCE**

New Radisson Hotel  
1601 Biscayne Boulevard, Mi-  
ami  
Contact: Pat Roth  
Tel: [1] (305) 579-0086  
Fax: [1] (305) 579-0969  
[fiba@fiba.net](mailto:fiba@fiba.net)  
[www.antimoneylaundering-fiba.com](http://www.antimoneylaundering-fiba.com)

Please note that dates are  
subject to change.

To announce up coming  
event please call  
(305) 375-1660.